

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

aSI
.U55
Reserve

Inside Information

United States Department
of Agriculture

Office of Information

Washington, D.C. 20250

VOLUME 7, NUMBER 26

September 23, 1985

INSIDE THIS "INSIDE"

Page

Report describes USDA agency information operations.....	1
We goofed in reporting on SAIOSDA election.....	1
Photocomposition at USDA to move into Office of Information.....	2
Radio Division compresses a busy day into 11 stories on news service.....	2
Teleconference Center sets training session for Nov. 21-22.....	2
USDA's Ag in the Classroom offers list of state contacts.....	3
New booklet describes USDA's services for the handicapped.....	3
Wally Lindell, Pulitzer Prize winner, retires from FAS.....	3
Beaty's papers on the old Farm and Home Hour radio series listed by NAL.....	4
Arkansas Experiment Station is looking for an editor.....	4
Workshop on news and feature writing set for Chicago on Nov. 22.....	4

REPORT DESCRIBES USDA INFORMATION SHOPS

Of the 23 agencies and offices in USDA with someone handling the public information function full time, 17 are headed by career employees, five are headed by political appointees, and one is headed by a person hired under the Intergovernmental Personnel Act.

A list of the agencies, with the size of their staffs, the names and telephone numbers of the office directors, and other information, was compiled recently by USDA's Office of Information and distributed at the Sept. 17, meeting of the Department's Public Affairs Council.

Organization charts of 19 offices were included in the report.

Copies may be obtained by writing the editor of this newsletter.

The report shows that less than half of the agencies employ 10 or more persons in information work. The numbers can be misleading. For instance, the Forest Service lists only the Washington staff since field personnel do not report directly to the head of information of FS. In the Agricultural Research Service, however, information staff stationed outside of Washington are included because they do report to the agency's information director.

WE WERE WRONG

Back on Sept. 3, INSIDE INFORMATION made a classic error on page one so we will try to correct it on page one.

We erred in reporting that Noah Perry had been elected president of the Southern Association of Information Officers of State Departments of Agriculture. Then we said Perry is the information director for the West Virginia Department of Agriculture.

Perry is neither. He is director of rural resources for the West Virginia Department of Agriculture. Howard Knotts is director of information at the West Virginia Department of Agriculture and the new president of SAIOSDA.

USDA'S PHOTOCOMPOSITION MOVES TO OI

Photocomposition work in USDA soon will be moved from the Office of Operations to the Office of Information.

Joe Stanton, head of electronic composition in the Publishing Division of OI, said he expects the transfer to occur within three months. By then, he said, the printing branch of the Publishing Division should have established a completely new front-end system next to its offices on the fifth floor of the Administration Building.

With that system, Stanton explained, data will be accepted from USDA agencies either in the form of word processing disks or through telecommunications. The system will convert that information into a form suitable for photocomposition without further keyboarding. The photocomposition itself will be let by contract outside the Department.

Stanton said the system will be able to accept a wide variety of disks.

This will give the agencies an opportunity to use their own word processors in the typesetting process, Stanton explained. It should save both proofreading time and composition costs, he said. Quality will be important in the process, he said.

Eventually, Stanton said, the system will be able to format data automatically to conform with the Department's Visual Management Manual. Agencies will help by submitting data with generic coding.

Stanton said that agencies will be notified when the system is ready.

OI'S RADIO DIVISION SETS A RECORD

Sept. 12---that was the day the Radio Division of USDA's Office of Information set a record by cramming 11 news stories onto a 10-1/2-minute cartridge for use in its Radio News Service.

Considering there is a billboard (a listing) of items at the beginning of each cartridge and a three-second pause between each story, that's a lot of stories. They always try to keep each story under a minute in length, anyway.

Obviously it was a busy day at USDA. Agriculture Secretary John R. Block held an impromptu news conference and five major reports were issued.

The previous record, recalls division chief Jim Johnson, was 10 stories on a single cartridge.

What makes Johnson proudest is that nine of those 11 items contained actualities---that is, the recorded voice of an expert or the Secretary---which radio broadcasters especially like. The Division goal is 50 percent.

USDA Radio News Service--a telephone response service--has been available on work days since 1969. It's a poor day, Johnson said, when only 100 call-ins tap it. For persons outside of the Washington, D.C. area, it's a toll call to tap the service on (202) 488-8358.

Contents of the news cartridge are changed at 5 p.m. each working day.

TELETRAINING SESSION SET

A two-day session on how to train others by telephone technology, audiographics, and video teleconferencing has been set for Nov. 21-22 at the USDA Teleconference Center in the South Building of USDA in Washington, D.C. Registration cut-off date is Nov. 4.

Contact: Betty Fleming, coordinator of the center, at (202) 447-5368.

AG IN THE CLASSROOM PROGRAM IS ACTIVE

Ag in the Classroom, a grassroots movement to increase the awarenesss of agriculture among America's school children, is now active in nearly every state, reports Shirley Traxler, director of the program at USDA.

In fact, Traxler has a list of contact persons in every state but Hawaii that she'll mail to people wishing to get involved with the program. Her address is Room 232W, USDA, Washington, D.C. 20250. Her electronic mailbox on the Dialcom system is DAG805, and her telephone number is (202) 447-5727.

State action groups are made up of representatives from farm organizations and agribusiness groups, educators, and government officials.

Serving as national coordinator, clearinghouse, and distributor of information for the program, the USDA office is involved in several projects at the moment:

Production of a videotape describing the program and some efforts underway should be completed by the end of the year, Traxler said. It's being produced by Lynn Wyvill in the Video and Film Division of USDA's Office of Information.

The program's resource guide is being revised by Sally Katt, of the Special Programs Division of USDA's OI. There's still time (until mid-October) to list materials in the guide, through Traxler's office.

The latest edition of the program's newsletter is due off the press Oct. 15 (and available to interested persons).

Future plans call for development through the National Agricultural Library of a library guide of selected books on agriculture.

Traxler is former associate director of USDA's Office of Public Liaison.

BOOKLET FOR HANDICAPPED RELEASED

"USDA Services for Rural Handicapped Persons", a booklet that summarizes some of the general activities of agencies within USDA, with emphasis on special services that may be of particular interest to handicapped persons, has been published by USDA's Extension Service.

ES-USDA is the lead agency in carrying out a memorandum of understanding between USDA and the President's Committee on Employment of the Handicapped.

Carrying out the information work of the department's Rural Handicapped Committee are Lillie Vincent, of the Special Programs Division of USDA's Office of Information, and Patricia Calvert and Carolyn Bigwood of ES-USDA.

Single copies of the booklet are available from Extension Information and Communications, Room 3431-South Building, USDA, Washington, D.C. 20250. Bigwood's telephone number is (202) 447-6145.

WALLY LINDELL IS RETIRING

Wally Lindell, head of the Information Division of USDA's Foreign Agricultural Service and once a winner of the Pulitzer Prize for journalism, retires Sept. 30 to San Antonio, Texas.

Lindell served under six Secretaries of Agriculture, joining USDA in 1967 in the Office of Secretary Orville Freeman after serving as managing editor of the Fargo, N.D. Forum. At The Forum he was awarded the Pulitzer Prize in 1957 for coverage of a tornado. A native of Cambridge, Minn., Lindell, 64, earned his bachelor's degree in journalism from the University of Minnesota in 1948.

FARM AND HOME HOUR PAPERS LISTED

Any serious student of the National Farm and Home Hour, broadcast over NBC radio from 1928 to 1960 as a public service program for farmers and homemakers, might be interested in a collection of papers just announced by the National Agricultural Library.

The source material is catalogued in "The Papers of Layne R. Beaty: A Register of His Papers in the National Agricultural Library." Beaty was chief of USDA's Radio and Television Service 1954 to 1980, once served as president of the National Association of Radio Farm Directors, and worked as farm editor of radio station WBAP in Fort Worth, Texas 1943 to 1951.

The collection includes photographs; correspondence by the boxful going back to 1928; reports; surveys; newspaper clippings; magazine articles; promotional literature, and other material--relating not only to the National Farm and Home Hour but other aspects of farm radio and television broadcasting.

Contact: Gene Farkas, Room 203 National Agricultural Library, Beltsville, Maryland 20705. His phone number is (301) 344-3778.

The catalog is Number 33 in the Bibliographies and Literature of Agriculture (BLA) series of the U.S. Department of Agriculture. Copies are available to purchase from the National Technical Information Service, 5285 Port Royal Road, Springfield, VA 22161. The telephone number there is (703) 497-4780. Report No.: PB85-245744. Cost: \$11.95 for the paper copy and \$5.95 for microfiche.

- - - - -

EXPERIMENT STATION NEEDS EDITOR

The Agricultural Experiment Station at the University of Arkansas is looking for a technical editor at Fayetteville. The deadline for application is November 1. A master's degree is required. Contact: Raymond Barclay Jr., Department Head, Agricultural Publications, Arkansas Agricultural Experiment Station, 110 Agriculture Building, University of Arkansas, Fayetteville, AR 72701. Telephone (501) 575-5647.

- - - - -

CASE PLANS WORKSHOP

"Improving Your News and Feature Writing" is the title of a Nov. 22 workshop set for Chicago by The Council for Advancement and Support of Education. The fee is \$165 for representatives of CASE member institutions and \$205 for nonmembers.

Contact: Scott Beckman at (202) 328-5941 or Nancy Raley at (202) 328-5940.

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, state departments of agriculture and land grant universities. Any items, comments or inquiries should be addressed to either John Crowley or Nancy Bevis, Office of Information, Room 536-A, U.S. Department of Agriculture, Washington, D.C. 20250 or to AGR009 mailbox on the Dialcom system, or call (202) 447-7454.

